

To: Shea N. Palavan(shea@palavan.com)
Subject: U.S. Trademark Application Serial No. 97801001 - DAVAM AESTHETICS - Arabzadeh-DA
Sent: November 29, 2023 07:27:51 PM EST
Sent As: tmng.notices@uspto.gov

Attachments

[4709446](#)
[4709446](#)
[4641263](#)
[screenshot-www-merriam-webster-com-dictionary-aesthetics-17013036760271](#)

United States Patent and Trademark Office (USPTO)
Office Action (Official Letter) About Applicant's Trademark Application

U.S. Application Serial No. 97801001

Mark: DAVAM AESTHETICS

Correspondence Address:

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UNITED STATES

Applicant: Payman Arabzadeh

Reference/Docket No. Arabzadeh-DA

Correspondence Email Address: shea@palavan.com

NONFINAL OFFICE ACTION

Response deadline. File a response to this nonfinal Office action within three months of the “Issue date” below to avoid [abandonment](#) of the application. Review the Office action and respond using one of the links to the appropriate electronic forms in the “How to respond” section below.

Request an extension. For a fee, applicant may [request one three-month extension](#) of the response deadline prior to filing a response. The request must be filed within three months of the “Issue date” below. If the extension request is granted, the USPTO must receive applicant's response to this letter within six months of the “Issue date” to avoid abandonment of the application.

Issue date: November 29, 2023

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

SUMMARY OF ISSUES:

- Section 2(d) Refusal - Likelihood of Confusion
- Disclaimer Required

SECTION 2(d) REFUSAL – LIKELIHOOD OF CONFUSION

Registration of the applied-for mark is refused because of a likelihood of confusion with the mark in U.S. Registration No. 4709446 and 4641263. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* See the attached registration.

Applicant's mark is "DAVAM AESTHETICS", presented in standard character form, for use in connection with the following services:

International Class 44: Medical care; Medical screening information services featuring reminder alerts regarding medical examinations that individuals should undergo for preventative care purposes; Consulting services in the field of medical care; Primary care medical services; Provision of health care and medical services by health care professionals via the Internet or telecommunication networks; Provision of medical services by health care professionals via the internet or telecommunication networks; Urgent medical care centers

Registrants' marks are "DAVAM" presented in standard character form and "DAVAM URGENT CARE" presented with design, for use in connection with the following services:

International Class 44: Providing medical care services in the field of urgent medical care for minor emergencies, pediatric and family care, bariatric care, sports medicine, outpatient surgery, outpatient physical therapy, and cosmetic and dermatological care; providing medical testing, imaging and advisory services in the field of urgent medical care for minor emergencies, pediatric and family care, bariatric care, sports medicine, outpatient surgery, outpatient physical therapy, and cosmetic and dermatological care; and providing counseling services on health and wellness

Trademark Act Section 2(d) bars registration of an applied-for mark that is so similar to a registered mark that it is likely consumers would be confused, mistaken, or deceived as to the commercial source of the goods and/or services of the parties. *See* 15 U.S.C. §1052(d). Likelihood of confusion is determined on a case-by-case basis by applying the factors set forth in *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361, 177 USPQ 563, 567 (C.C.P.A. 1973) (called the “*du Pont* factors”). *In re i.am.symbolic, llc*, 866 F.3d 1315, 1322, 123 USPQ2d 1744, 1747 (Fed. Cir. 2017). Any evidence of record related to those factors need be considered; however, “not all of the *DuPont* factors are relevant or of similar weight in every case.” *In re Guild Mortg. Co.*, 912 F.3d 1376, 1379, 129 USPQ2d 1160, 1162 (Fed. Cir. 2019) (quoting *In re Dixie Rests., Inc.*, 105 F.3d 1405, 1406, 41 USPQ2d 1531, 1533 (Fed. Cir. 1997)).

Although not all *du Pont* factors may be relevant, there are generally two key considerations in any likelihood of confusion analysis: (1) the similarities between the compared marks and (2) the

relatedness of the compared goods and/or services. *See In re i.am.symbolic, llc*, 866 F.3d at 1322, 123 USPQ2d at 1747 (quoting *Herbko Int'l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1164-65, 64 USPQ2d 1375, 1380 (Fed. Cir. 2002)); *Federated Foods, Inc. v. Fort Howard Paper Co.*, 544 F.2d 1098, 1103, 192 USPQ 24, 29 (C.C.P.A. 1976) (“The fundamental inquiry mandated by [Section] 2(d) goes to the cumulative effect of differences in the essential characteristics of the goods [or services] and differences in the marks.”); TMEP §1207.01.

Similarity of the Marks

Marks are compared in their entireties for similarities in appearance, sound, connotation, and commercial impression. *Stone Lion Capital Partners, LP v. Lion Capital LLP*, 746 F.3d 1317, 1321, 110 USPQ2d 1157, 1160 (Fed. Cir. 2014) (quoting *Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondee En 1772*, 396 F.3d 1369, 1371, 73 USPQ2d 1689, 1691 (Fed. Cir. 2005)); TMEP §1207.01(b)-(b)(v). “Similarity in any one of these elements may be sufficient to find the marks confusingly similar.” *In re Inn at St. John’s, LLC*, 126 USPQ2d 1742, 1746 (TTAB 2018) (citing *In re Davia*, 110 USPQ2d 1810, 1812 (TTAB 2014)), *aff’d per curiam*, 777 F. App’x 516, 2019 BL 343921 (Fed. Cir. 2019); TMEP §1207.01(b).

Consumers are generally more inclined to focus on the first word, prefix, or syllable in any trademark or service mark. *See Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondee En 1772*, 396 F.3d 1369, 1372, 73 USPQ2d 1689, 1692 (Fed. Cir. 2005) (finding similarity between VEUVE ROYALE and two VEUVE CLICQUOT marks in part because “VEUVE . . . remains a ‘prominent feature’ as the first word in the mark and the first word to appear on the label”); *Century 21 Real Estate Corp. v. Century Life of Am.*, 970 F.2d 874, 876, 23 USPQ2d 1698, 1700 (Fed. Cir. 1992) (finding similarity between CENTURY 21 and CENTURY LIFE OF AMERICA in part because “consumers must first notice th[e] identical lead word”); *see also In re Detroit Athletic Co.*, 903 F.3d 1297, 1303, 128 USPQ2d 1047, 1049 (Fed. Cir. 2018) (finding “the identity of the marks’ two initial words is particularly significant because consumers typically notice those words first”).

In this case, the marks "DAVAM AESTHETICS" and "DAVAM" and "DAVAM URGENT CARE" are similar in commercial impression. All the marks share the term "DAVAM" as the first and more dominant feature of the mark. The difference in the other wording in the marks, namely, "AESTHETICS" and "URGENT CARE" does not obviate the similarity between the marks because the wording is merely descriptive as evidenced by the disclaimer in the record and the disclaimer set forth below. Although marks are compared in their entireties, one feature of a mark may be more significant or dominant in creating a commercial impression. *See In re Viterro Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012); *In re Nat’l Data Corp.*, 753 F.2d 1056, 1058, 224 USPQ 749, 751 (Fed. Cir. 1985); TMEP §1207.01(b)(viii), (c)(ii). Disclaimed matter that is descriptive of or generic for a party’s goods and/or services is typically less significant or less dominant when comparing marks. *See In re Detroit Athletic Co.*, 903 F.3d 1297, 1305, 128 USPQ2d 1047, 1050 (Fed. Cir. 2018) (citing *In re Dixie Rests., Inc.*, 105 F.3d 1405, 1407, 41 USPQ2d 1531, 1533-34 (Fed. Cir. 1997)); *Made in Nature, LLC v. Pharmavite LLC*, 2022 USPQ2d 557, at *41 (TTAB 2022); TMEP §1207.01(b)(viii), (c)(ii).

Further, the word portions of the marks are nearly identical in appearance and commercial impression; therefore, the addition of a design element does not obviate the similarity of the marks in this case. *See In re Shell Oil Co.*, 992 F.2d 1204, 1206, 26 USPQ2d 1687, 1688 (Fed. Cir. 1993); TMEP §1207.01(c)(ii).

Additionally, the difference in design features does not obviate the similarity of the marks in this case because Applicant's mark is in standard character form and thus could be presented in the same manner of display. a mark in typed or standard characters may be displayed in any lettering style; the rights reside in the wording or other literal element and not in any particular display or rendition. *See In re Vitterra Inc.*, 671 F.3d 1358, 1363, 101 USPQ2d 1905, 1909 (Fed. Cir. 2012); *In re Mighty Leaf Tea*, 601 F.3d 1342, 1348, 94 USPQ2d 1257, 1260 (Fed. Cir. 2010); 37 C.F.R. §2.52(a); TMEP §1207.01(c)(iii). Thus, a mark presented in stylized characters and/or with a design element generally will not avoid likelihood of confusion with a mark in typed or standard characters because the word portion could be presented in the same manner of display. *See, e.g., In re Vitterra Inc.*, 671 F.3d at 1363, 101 USPQ2d at 1909; *Squirtco v. Tomy Corp.*, 697 F.2d 1038, 1041, 216 USPQ 937, 939 (Fed. Cir. 1983) (stating that “the argument concerning a difference in type style is not viable where one party asserts rights in no particular display”).

Therefore, considered in their entireties, the marks convey highly similar commercial impressions due to the shared term "DAVAM". Any differences in the marks in appearance, sound and connotation is outweighed by the marks similarity in commercial impression.

As such, the marks are confusingly similar pursuant to Section 2(d) of the Trademark Act.

Similarity of the Services

The goods and/or services are compared to determine whether they are similar, commercially related, or travel in the same trade channels. *See Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1369-71, 101 USPQ2d 1713, 1722-23 (Fed. Cir. 2012); *Herbko Int'l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1165, 64 USPQ2d 1375, 1381 (Fed. Cir. 2002); TMEP §§1207.01, 1207.01(a)(vi).

Determining likelihood of confusion is based on the description of the goods and/or services stated in the application and registration at issue, not on extrinsic evidence of actual use. *See In re Detroit Athletic Co.*, 903 F.3d 1297, 1307, 128 USPQ2d 1047, 1052 (Fed. Cir. 2018) (citing *In re i.am.symbolic, llc*, 866 F.3d 1315, 1325, 123 USPQ2d 1744, 1749 (Fed. Cir. 2017)).

In this case, the application use(s) broad wording to describe medical services, which presumably encompasses all goods and/or services of the type described, including registrant(s)'s more narrow Providing medical care services in the field of urgent medical care for minor emergencies, pediatric and family care, bariatric care, sports medicine, outpatient surgery, outpatient physical therapy, and cosmetic and dermatological care; providing medical testing, imaging and advisory services in the field of urgent medical care for minor emergencies, pediatric and family care, bariatric care, sports medicine, outpatient surgery, outpatient physical therapy, and cosmetic and dermatological care; and providing counseling services on health and wellness. *See, e.g., In re Solid State Design Inc.*, 125 USPQ2d 1409, 1412-15 (TTAB 2018); *Sw. Mgmt., Inc. v. Ocinomled, Ltd.*, 115 USPQ2d 1007, 1025 (TTAB 2015). Thus, applicant's and registrant's services are legally identical. *See, e.g., In re i.am.symbolic, llc*, 127 USPQ2d 1627, 1629 (TTAB 2018) (citing *Tuxedo Monopoly, Inc. v. Gen. Mills Fun Grp., Inc.*, 648 F.2d 1335, 1336, 209 USPQ 986, 988 (C.C.P.A. 1981); *Inter IKEA Sys. B.V. v. Akea, LLC*, 110 USPQ2d 1734, 1745 (TTAB 2014); *Baseball Am. Inc. v. Powerplay Sports Ltd.*, 71 USPQ2d 1844, 1847 n.9 (TTAB 2004)).

Additionally, the goods and/or services of the parties have no restrictions as to nature, type, channels of trade, or classes of purchasers and are “presumed to travel in the same channels of trade to the same

class of purchasers.” *In re Viterra Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012) (quoting *Hewlett-Packard Co. v. Packard Press, Inc.*, 281 F.3d 1261, 1268, 62 USPQ2d 1001, 1005 (Fed. Cir. 2002)). Thus, applicant’s and registrant’s goods and/or services are related.

Accordingly, as currently identified, the parties’ services are either identical, overlapping or highly related, and therefore considered related for purposes of likelihood of confusion analysis.

In view of the foregoing, the application must be refused registration pursuant to Section 2(d) of the Trademark Act.

Although applicant’s mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration.

If applicant responds to the refusal(s), applicant must also respond to the requirement(s) set forth below.

DISCLAIMER REQUIRED

Applicant must disclaim the wording “AESTHETICS” because it is merely descriptive of an ingredient, quality, characteristic, function, feature, purpose, or use of applicant’s goods and/or services. *See* 15 U.S.C. §§1052(e)(1), 1056(a); *DuoProSS Meditech Corp. v. Inviro Med. Devices, Ltd.*, 695 F.3d 1247, 1251, 103 USPQ2d 1753, 1755 (Fed. Cir. 2012); TMEP §§1213, 1213.03(a).

The attached evidence from Merriam Webster Online Dictionary shows this wording means of, relating to, or dealing with aesthetics or the beautiful. Applicant’s specimen of record shows that applicant’s medical services are in the aesthetics field. Thus, the wording merely describes applicant’s goods and/or services because a purpose of applicant’s services are that they are for the aesthetics.

Applicant may respond to this issue by submitting a disclaimer in the following format:

No claim is made to the exclusive right to use “AESTHETICS” apart from the mark as shown.

For an overview of disclaimers and instructions on how to provide one using the Trademark Electronic Application System (TEAS), see the [Disclaimer webpage](#).

RESPONSE GUIDELINES

Please call or email the assigned trademark examining attorney with questions about this Office action. Although an examining attorney cannot provide legal advice, the examining attorney can provide additional explanation about the refusal(s) and/or requirement(s) in this Office action. *See* TMEP §§705.02, 709.06.

The USPTO does not accept emails as responses to Office actions; however, emails can be used for informal communications and are included in the application record. *See* 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05.

How to respond. File a [response form to this nonfinal Office action](#) or file a [request form for an extension of time to file a response](#).

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RESPONSE GUIDANCE

- **Missing the deadline for responding to this letter will cause the application to [abandon](#).** A response or extension request must be received by the USPTO before 11:59 p.m. **Eastern Time** of the last day of the response deadline. Trademark Electronic Application System (TEAS) [system availability](#) could affect an applicant's ability to timely respond. For help resolving technical issues with TEAS, email TEAS@uspto.gov.
- **[Responses signed by an unauthorized party](#)** are not accepted and can **cause the application to [abandon](#)**. If applicant does not have an attorney, the response must be signed by the individual applicant, all joint applicants, or someone with [legal authority to bind a juristic applicant](#). If applicant has an attorney, the response must be signed by the attorney.
- If needed, **find [contact information for the supervisor](#)** of the office or unit listed in the signature block.

4709446

DAVAM

Word Mark	DAVAM •
Goods/Services	IC 044 US 100 101 Providing medical care services in the field of urgent medical care for minor emergencies, pediatric and family care, bariatric care, sports medicine, outpatient surgery, outpatient physical therapy, and cosmetic and dermatological care; providing medical testing, imaging and advisory services in the field of urgent medical care for minor emergencies, pediatric and family care, bariatric care, sports medicine, outpatient surgery, outpatient physical therapy, and cosmetic and dermatological care; and providing counseling services on health and wellness.
Register	PRINCIPAL
Serial Number	86209252
Filing Date	2014-03-03T00:00:00
Original Filing Basis	1b
Current Filing Basis	1a
Publication Date	2014-09-16
Registration Number	4709446
Date Registered	2015-03-24
Owner	(REGISTRANT) Star Urgent Care, PLLC (LIMITED LIABILITY COMPANY; TEXAS, USA); 6022 FM 1488, Magnolia, TEXAS 77387, UNITED STATES
Type of Mark	SERVICE MARK
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Translation	The English translation of the Persian word "DAVAM" in the mark is "everlasting strength and eternity".

Live Dead Indicator

LIVE

Status

SECTION 8 & 15-ACCEPTED AND ACKNOWLEDGED

Attorney of Record

Elizabeth R. Hall

Print: November 29, 2023 7:11 PM

4709446

DAVAM

Word Mark	DAVAM •
Goods/Services	IC 044 US 100 101 Providing medical care services in the field of urgent medical care for minor emergencies, pediatric and family care, bariatric care, sports medicine, outpatient surgery, outpatient physical therapy, and cosmetic and dermatological care; providing medical testing, imaging and advisory services in the field of urgent medical care for minor emergencies, pediatric and family care, bariatric care, sports medicine, outpatient surgery, outpatient physical therapy, and cosmetic and dermatological care; and providing counseling services on health and wellness.
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Type of Mark	SERVICE MARK
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Translation	The English translation of the Persian word "DAVAM" in the mark is "everlasting strength and eternity".

Live Dead Indicator

LIVE

Status

SECTION 8 & 15-ACCEPTED AND ACKNOWLEDGED

Attorney of Record

Elizabeth R. Hall

Print: November 29, 2023 7:12 PM

4641263



Word Mark

DAVAM URGENT CARE

•

IC 044 US 100 101

Goods/Services

Providing medical care services in the field of urgent medical care for minor emergencies, pediatric and family care, bariatric care, sports medicine, outpatient surgery, outpatient physical therapy, and cosmetic and dermatological care; providing medical testing, imaging and advisory services in the field of urgent medical care for minor emergencies, pediatric and family care, bariatric care, sports medicine, outpatient surgery, outpatient physical therapy, and cosmetic and dermatological care; and providing counseling services on health and wellness.

Register

PRINCIPAL

Serial Number

86259424

Filing Date

2014-04-22T00:00:00

Original Filing Basis

1a

Current Filing Basis

1a

Publication Date

2014-09-02

Registration Number

4641263

Date Registered

2014-11-18

Owner

(REGISTRANT) Star Urgent Care, PLLC (LIMITED LIABILITY COMPANY; TEXAS, USA); 6022 FM 1488, Magnolia, TEXAS 77354, UNITED STATES

Type of Mark

SERVICE MARK

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Code

032101, 050505

Description of Mark	<ul style="list-style-type: none"> • Color is not claimed as a feature of the mark. • The mark consists of the stylized word "DAVAM" in capital letters above a graphic depiction of a sunflower with the stylized words "URGENT CARE" in capital letters curved below the sunflower. Superimposed over the center of the sunflower is a caduceus.
Disclaimer	"URGENT CARE" AND THE DESIGN OF A CADUCEUS
Live Dead Indicator	LIVE
Status	SECTION 8 & 15-ACCEPTED AND ACKNOWLEDGED
Attorney of Record	Elizabeth R. Hall

Print: November 29, 2023 7:12 PM



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Dictionary

Definition

adjective

noun

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Synonyms

Example Sentences

Word History

Phrases Containing

Related Articles

aesthetic ^{1 of 2} adjective

aes·thet·ic (es·'the·tik ◀▶) is-, *British usually* ës-variants *also US* **esthetic** or **aesthetical** or *US* **esthetical**(es·'the·ti·kəl ◀▶) is-, *British usually* ës-Synonyms of *aesthetic* >**1 a** : of, relating to, or dealing with *aesthetics* or the beautiful| *aesthetic* theories**b** : **ARTISTIC**| a work of *aesthetic* value**c** : pleasing in appearance : **ATTRACTIVE**

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... easy-to-use keyboards, clear graphics, and other ergonomic and *aesthetic* features ...
— Mark Mehler

2 : appreciative of, responsive to, or *zealous* about the beautiful

also : responsive to or appreciative of what is pleasurable to the senses
| his *aesthetic* sensibility

3 : done or made to improve a person's appearance or to correct defects in a person's appearance

| *aesthetic* plastic surgery

• **aesthetically** *adverb*

variants or less commonly esthetically (es-'the-ti-k(ə-)lē) is-, British usually ěs-

... easy-to-use keyboards, clear graphics, and other ergonomic and *aesthetic* features ...
— Mark Mehler

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variants or less commonly esthetically (es-'the-ti-k(ə-)lē) is-, British usually ěs-


aesthetic ^{2 of 2} noun

æs-thet-ic (es-'the-tik) is-, British usually ěs-

W	O	R	D	Y
L	O	V	E	R
P	L	A	Y	S
D	A	I	L	Y

Can you solve 4 words at once?


Play


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W	O	R	D	Y
L	O	V	E	R
P	L	A	Y	S
D	A	I	L	Y

Can you solve 4 words at once?

Play

 Visit your local dealer today to shop the sporty **2023 Jetta**



View new Jetta

Find inventory

variants *or less commonly* **esthetic**

1 **aesthetics also esthetics** es-'the-tiks is-, *British usually* ès- plural in form but singular or plural in construction : a branch of philosophy dealing with the nature of beauty, art, and **taste** and with the creation and appreciation of beauty

2 : a particular theory or **conception** of beauty or art : a particular taste for or approach to what is pleasing to the senses and especially sight

modernist *aesthetics*

staging new ballets which reflected the *aesthetic* of the new nation

— Mary Clarke & Clement Crisp

3 **aesthetics also esthetics** plural : a pleasing appearance or effect : **BEAUTY**

appreciated the *aesthetics* of the gemstones



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💡 Did you know?

The Singular (Or Plural) Art of *Aesthetics*

The noun *aesthetic* is often found used in its plural form. In the plural form, *aesthetics* can refer to the theory of art and beauty—and in particular the question of what makes something beautiful or interesting to regard:

Although he could extemporize animatedly about the history of the valve seat



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Although he could expound animatedly about the mastery of the rare steel grinder, or the art of ropemaking, or how long it took to manually drill blast holes into a deposit of coal, *aesthetics* were another matter. The unlikely beauty of his rusty treasures defied elaboration.

Donovan Hohn, *Harper's*, January 2005

This sense is sometimes encountered in constructions that treat it as singular:

With the removal of the studio packages, those cinema owners still providing double features began exploring less arbitrary and more justified pairings of films. The double feature became a special element of movie houses concentrating on the presentation of classic and art films. And this is where an *aesthetics* of the double feature emerges.

Chadwick Jenkins, *PopMatters*, 16 Aug. 2016

So Sontag was wrong to describe camp as an "unserious, 'aesthete's' vision." *Aesthetics* is always serious when agreed-upon interpretations are changed or stolen or emptied out.

Dave Hickey, *Harper's*, December 2009

A word that follows a similar pattern is *poetics*, (which also happens to be the title of a work by Aristotle focusing on literary theory and discourse):

A *poetics* of film, he has argued, seeks to reveal the conventions that films use to achieve their effects-and cognitive explanations provide insight into how and why filmic conventions, like shot-reverse-shot or empathy close-ups, produce the effects they do.

Alissa Quart, *Lingua Franca*, March 2000

As a plural noun, *aesthetics* can also be used as a synonym for *beauty*:

For reasons of economy and *aesthetics*, though, most of the house was stick built and is perfectly cozy without any elaborate beam work.

Andrew Vietze, *Down East*, May 2003



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Synonyms

Adjective

attractive	beauteous	beautiful
bonny [<i>chiefly British</i>]	bonnie	comely
cute	drop-dead	fair
fetching	good	good-looking
goodly	gorgeous	handsome
knockout	likely	lovely
lovesome	pretty	ravishing
seemly	sightly	stunning
taking	well-favored	

Noun

attractiveness	beauteousness	beautiffulness
beauty	comeliness	cuteness
fairness	gorgeousness	handsomeness
looks	loveliness	prettiness
sightliness		

[See all Synonyms & Antonyms in Thesaurus >](#)

Examples of *aesthetic* in a Sentence

Adjective

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200 201 202 203 204 205 206 207 208 209 210 211 212 213 214 215 216 217 218 219 220 221 222 223 224 225 226 227 228 229 230 231 232 233 234 235 236 237 238 239 240 241 242 243 244 245 246 247 248 249 250 251 252 253 254 255 256 257 258 259 260 261 262 263 264 265 266 267 268 269 270 271 272 273 274 275 276 277 278 279 280 281 282 283 284 285 286 287 288 289 290 291 292 293 294 295 296 297 298 299 300 301 302 303 304 305 306 307 308 309 310 311 312 313 314 315 316 317 318 319 320 321 322 323 324 325 326 327 328 329 330 331 332 333 334 335 336 337 338 339 340 341 342 343 344 345 346 347 348 349 350 351 352 353 354 355 356 357 358 359 360 361 362 363 364 365 366 367 368 369 370 371 372 373 374 375 376 377 378 379 380 381 382 383 384 385 386 387 388 389 390 391 392 393 394 395 396 397 398 399 400 401 402 403 404 405 406 407 408 409 410 411 412 413 414 415 416 417 418 419 420 421 422 423 424 425 426 427 428 429 430 431 432 433 434 435 436 437 438 439 440 441 442 443 444 445 446 447 448 449 450 451 452 453 454 455 456 457 458 459 460 461 462 463 464 465 466 467 468 469 470 471 472 473 474 475 476 477 478 479 480 481 482 483 484 485 486 487 488 489 490 491 492 493 494 495 496 497 498 499 500 501 502 503 504 505 506 507 508 509 510 511 512 513 514 515 516 517 518 519 520 521 522 523 524 525 526 527 528 529 530 531 532 533 534 535 536 537 538 539 540 541 542 543 544 545 546 547 548 549 550 551 552 553 554 555 556 557 558 559 560 561 562 563 564 565 566 567 568 569 570 571 572 573 574 575 576 577 578 579 580 581 582 583 584 585 586 587 588 589 590 591 592 593 594 595 596 597 598 599 600 601 602 603 604 605 606 607 608 609 610 611 612 613 614 615 616 617 618 619 620 621 622 623 624 625 626 627 628 629 630 631 632 633 634 635 636 637 638 639 640 641 642 643 644 645 646 647 648 649 650 651 652 653 654 655 656 657 658 659 660 661 662 663 664 665 666 667 668 669 670 671 672 673 674 675 676 677 678 679 680 681 682 683 684 685 686 687 688 689 690 691 692 693 694 695 696 697 698 699 700 701 702 703 704 705 706 707 708 709 710 711 712 713 714 715 716 717 718 719 720 721 722 723 724 725 726 727 728 729 730 731 732 733 734 735 736 737 738 739 740 741 742 743 744 745 746 747 748 749 750 751 752 753 754 755 756 757 758 759 760 761 762 763 764 765 766 767 768 769 770 771 772 773 774 775 776 777 778 779 780 781 782 783 784 785 786 787 788 789 790 791 792 793 794 795 796 797 798 799 800 801 802 803 804 805 806 807 808 809 810 811 812 813 814 815 816 817 818 819 820 821 822 823 824 825 826 827 828 829 830 831 832 833 834 835 836 837 838 839 840 841 842 843 844 845 846 847 848 849 850 851 852 853 854 855 856 857 858 859 860 861 862 863 864 865 866 867 868 869 870 871 872 873 874 875 876 877 878 879 880 881 882 883 884 885 886 887 888 889 890 891 892 893 894 895 896 897 898 899 900 901 902 903 904 905 906 907 908 909 910 911 912 913 914 915 916 917 918 919 920 921 922 923 924 925 926 927 928 929 930 931 932 933 934 935 936 937 938 939 940 941 942 943 944 945 946 947 948 949 950 951 952 953 954 955 956 957 958 959 960 961 962 963 964 965 966 967 968 969 970 971 972 973 974 975 976 977 978 979 980 981 982 983 984 985 986 987 988 989 990 991 992 993 994 995 996 997 998 999 1000

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My generation has an annoying penchant for treating luxuries as necessities and turning guilty pleasures into *aesthetic* and even moral touchstones.

— Terrence Rafferty, *GQ*, October 1997

Whereas the essence of Proust's *aesthetic* position was contained in the deceptively simple yet momentous assertion that "a picture's beauty does not depend on the things portrayed in it."

— Alain de Botton, *How Proust Can Change Your Life*, 1997

I suppose that jazz listening and prizefight watching are my two most passionate avocations, and this is largely so because the origins of my *aesthetic* urges are in the black working class.

— Gerald Early, "The Passing of Jazz's Old Guard: ...," in *The Best American Essays 1986*, Elizabeth Hardwick & Robert Atwan, editors, 1986

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Recent Examples on the Web

Adjective

A great deal of our design process is to make the practical elements comply with our strong *aesthetic* principles, craftsmanship and qualities of our collections.

— Laird Borrelli-Persson, *Vogue*, 21 Nov. 2023

Beyond *aesthetic*, overall size factors into whether a bookshelf can fit through doorways and staircases, too—an especially important consideration for large bookshelves that arrive assembled.

— Kristina McGuirk, *Better Homes & Gardens*, 20 Nov. 2023

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Word History

Etymology

Adjective

borrowed from German *ästhetisch* "pertaining to taste or discernment," borrowed from New Latin *aestheticus*, borrowed from Greek *aisthētikós* "of sense perception, sensitive, perceptive," from *aisthētós* "sensible, perceptible" (verbal adjective of *aisthánomai*, *aisthánesthai* "to perceive, take notice of, understand," going back to **awis-tʰ-*, from **awis-*, base of Greek *aíein* "to perceive, hear" + *-tʰ-*, resultative noun suffix) + *-ikos* -IC entry 1 — more at AUDIBLE entry 1

NOTE: German *aesthetisch/ästhetisch* (New Latin *aestheticus*) was initially promulgated as a philosophical term in the work of Alexander Baumgarten (1714-62) and subsequently by Immanuel Kant.

Noun

borrowed from German *Ästhetik*, borrowed from New Latin *aesthetica*, from feminine of *aestheticus* AESTHETIC entry 1 — more at -ICS

First Known Use

Adjective



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Adjective
1797, in the meaning defined at [sense 1a](#)

Noun
1822, in the meaning defined at [sense 1](#)

Time Traveler

The first known use of *aesthetic* was in 1797
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- Aug. 25**
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Sometimes**
When each letter can be
seen but not heard




'Ascetic' vs. 'Aesthetic'
Going below the surface



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aesthetic

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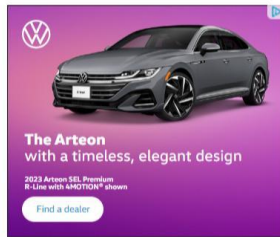
aesthetic adjective

æs·thet·ic

variants or **esthetic** es·'thet·ik, is·

: of or relating to beauty or what is beautiful

aesthetically -i-k(ə)-lē **adverb**



Medical Definition

aesthetic adjective

æs·thet·ic (es·'the·tik, British usually ēs-◀▶)

: done or made to improve a person's appearance or to correct defects in a person's appearance

1 2 3 4 5 6 7 8 9 10

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aesthetic plastic surgery

Dentists are still drilling and filling, but the fastest growing part of the practices are *aesthetic* procedures, such as bleaching teeth and using tooth-colored material for fillings ...

— Sarah Skidmore, *The San Diego Union-Tribune*

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